

Message Text

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PAGE 01 MANILA 03967 130609Z
ACTION EA-12

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-----086285 130616Z /17

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FM AMEMBASSY MANILA
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC 2806
AMEMBASSY CANBERRA
M/AMCONGEN MELBOURNE 592
AMCONGEN SYDNEY
AMCONSUL BRISBANE

UNCLAS MANILA 3967

COMMERCE FOR BED/OIM/SAD

ATTN: WANDA ALE, CAROL MURRAY

SYDNEY PLEASE PASS TO MISSION DIRECTOR KELLY

E.O. 11652: NA
TAGS: BEXP, RP
SUBJ: FINAL REPORT: FOOD PROCESSING & PACKAGING TRADE MISSION,
MARCH 5-9, 1978, MANILA, THE PHILIPPINES

1. OVERALL RESULTS OF THIS TRADE MISSION WERE EXCELLENT
AND SUPPORT BY THE EMBASSY CAN ONLY BE CLASSIFIED AS
SUPERLATIVE. SPECIAL KUDOS ARE IN ORDER FOR JOHN MELLOR,
COUNSELOR FOR ECONOMIC AND COMMERCIAL AFFAIRS, WYATT MARTIN
AND CLEO LEDONIO FOR THEIR INDIVIDUAL ATTENTION TO THIS
MISSION.

2. FROM THE MOMENT THAT THE DOORS OPENED FOR BUSINESS ON
MONDAY UNTIL OUR DEPARTURE ALL MISSION MEMBERS HAD A FULL
DOCKET OF APPOINTMENTS. IN FACT, ONE MEMBER, MR. ANDERSON
WITH ATLANTA SAW WAS SO OVERWHELMED WITH INTEREST THAT
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HE WAS FORCED TO DECLINE MEETINGS WITH SOME INTERESTED
PARTIES.

3. PROBABLY THE TWO EVENTS THAT PUT THE ICING ON THE
CAKE WERE THE PRESS CONFERENCE WHICH GENERATED CONSIDERABLE
T.V., RADIO, AND PRESS COVERAGE; AND MORE IMPORTANTLY THE
RECEPTION HOSTED BY AMBASSADOR DAVID NEWSOM. THIS EVENT WITH

SOME 170 HIGH LEVEL GUESTS ATTENDING FROM PRACTICALLY EVERY SEGMENT OF THE END-USER UNIVERSE SET THE TONE FOR THE REMAINDER OF THE VISIT.

4. SUBSEQUENT TO THE RECEPTION PRACTICALLY ALL MAJOR END-USERS VISITED THE MISSION INCLUDING PHILIPPINE GOVERNMENT AGENCIES AND SUCH CORPORATIONS AS: FOOD AND DRUG ADMINISTRATION; THE BUREAU OF FISHERIES AND AQUATIC RESOURCES; PHILIPPINE SUGAR COMMISSION; SAN MIGUEL CORPORATION; DOLE PHILIPPINES, INC.; SULO GROUP OF RESTAURANTS; AND ARISTOCRAT, INC. TO NAME A FEW.

5. AS EXPECTED THIS MISSION DID NOT GENERATE LARGE IMMEDIATE SALES BUT THOSE THAT WERE MADE SEEM SOLID. IN FACT, ALL MEMBERS APPARENTLY LAID THE GROUNDWORK FOR STEADILY GROWING BUSINESS IN THIS MARKET.

6. ALL BILLS ARE NOT IN, BUT IT APPEARS THAT THE TRADE MISSION STAYED WITHIN BUDGET. THIS WAS VERY DIFFICULT, HOWEVER, BECAUSE THE UNITED STATES EMPLOYEES ASSOCIATION'S RESTAURANT (SEAFRONT) HAS CHANGED ITS PRACTICE OF CATERING SUCH EVENTS AND COULD NOT CATER THE AMBASSADOR'S RECEPTION. THIS MEANT THAT THE RECEPTION CATERED BY THE LOWEST BIDDER ON THE LOCAL MARKET COST OVER 100 PERCENT MORE THAN NORMAL. WE DOUBT THAT SZOFRONT WILL BE ABLE TO CATER IN THE FUTURE AND BELIEVE THAT HIGHER RECEPTION (HOSPITALITY) BUDGETS WILL BE REQUIRED FOR FUTURE EVENTS.

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7. MISSION RESULTS FOLLOW:

	OLD TO MARKET FIRMS ----- 1	NEW TO MARKET FIRMS ----- 6
LEADS OBTAINED		
-EXPORT SALES	8	36
-SALES REPS AGREEMENTS	-	4
-LICENSE/JV.	-	4
ACTUAL (DURING EVENT)		
-EXPORT SALES	\$7,000	\$46,216
-SALES REPS SIGNED AGREEMENTS	7	1
EXPECTED (NEXT 12 MONTHS)		
-EXPORT SALES	\$60,000	\$1.406 MILLION

NUMBER MEETING OBJECTIVES - 6

NUMBER PARTIALLY MEETING OBJECTIVES - 1

NEWSOM

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